

Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
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R 020846Z AUG 76
FM AMEMBASSY MANILA
TO SECSTATE WASHDC 8258
USDOC WASHDC

UNCLAS MANILA 11364

E.O. 11652: N/A

TAGS: BEXP, RP

SUBJ: GLOBAL MARKET RESEARCH - GRAPHIC INDUSTRIES EQUIPMENT

REF: A) STATE A-3361, B) STATE A-1951, C) MANILA A-118
D) STATE 150893, E) MANILA 5256, F) 75 MANILA 14886
G) MANILA 7707

1. IN MANILA A-118 OF MAY 19, 1976 WE SUBMITTED AN UPDATE OF A MARKET RESEARCH STUDY ON PRINTING AND GRAPHIC ARTS EQUIPMENT. THIS STUDY WAS A REQUIREMENT IN CAMPAIGN NO. 3 IN THE FY 76 CCP WHICH HAD AN ORIGINAL DEADLINE OF APRIL 1. REPORT WAS STARTED PRIOR TO RECEIPT OF STATE A-1951 BUT COULD NOT BE COMPLETED ON SCHEDULE BECAUSE OF STAFF SHORTAGES AND INTERVENING EVENTS WHICH HAD HIGHER PRIORITY.

2. AS DEPARTMENT AND COMMERCE AWARE FROM MANILA 5265 AND 75 MANILA 14886, WE HAD REQUESTED COMMERCE PROVIDE FUNDS FOR CONTRACTING OUT THIS AND OTHER MARKET RESEARCH. IN STATE 150893 COMMERCE RECOGNIZED THE PROBLEM AND EXPRESSED ITS WILLINGNESS TO REVIEW REQUIREMENTS SHOULD SUCH A PROBLEM AGAIN DEVELOP.

3. WE ARE RELUCTANT TO DIVERT SCARCE RESOURCES TO DO AN EXPANDED MARKET RESEARCH STUDY SINCE THIS WOULD HAVE AN ADVERSE EFFECT ON OTHER PORTIONS OF THE CCP AND OUR BUSINESS SERVICES PROGRAM. INCIDENTALLY, CAMPAIGN NO. 3 HAS BEEN AN ACTIVE CAMPAIGN AND WILL BE HIGHLIGHTED BY A US EMBASSY EXHIBIT OF PRINTING AND GRAPHIC ARTS EQUIP-
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MENT AT THE PHILIPPINE INTERNATIONAL TRADE FAIR WHICH WILL

TAKE PLACE WITH THE OPENING OF THE IMF/IBRD CONFERENCE IN MANILA IN OCTOBER. SEE MANILA 7707. THE SHOW WILL FEATURE PRODUCTS FROM BRANCHES AND LOCAL AGENTS OF US COMPANIES SUCH AS NU-ARC CAMERA, GRA-LAB TIMERS, ROTEX SILVER RECOVERY SYSTEMS, HARRIS PRESS, CHANDLER AND WEB PRESS, DU PONT, KODAK, THREE M, BOISE CASCADE, IBM, ETC.

4. AS DEPARTMENT AND COMMERCE WILL RECALL, WE HAD POINTED OUT IMPORTANCE OF ADDITIONAL RESOURCES FOR MARKET RESEARCH. IN LAST TWO CCP'S WE REITERATED OUR REQUEST FOR TWO POSITIONS, ONE OF WHICH WOULD BE DEVOTED TO THE EXHIBITS PROGRAM OF THE US BUSINESS CENTER AND THE OTHER WOULD BE A MARKET RESEARCH SPECIALIST AT AN ANNUAL SALARY OF LESS THAN \$2,000. IF WE HAD SUCH RESOURCES WE COULD UNDERTAKE THE EXPANDED MARKET RESEARCH AS REQUESTED.

5. OUR RECENT UPDATED MARKET RESEARCH INDICATES THAT THE MARKET IS NOT THAT PROMISING. AND GIVEN THE OTHER CIRCUMSTANCES ABOVE, INCLUDING THE RESULTS OF OUR CAMPAIGN NO. 3, COMMERCE MAY WISH TO REVIEW THE REQUIREMENT. IF THE REQUIREMENT IS STILL CONSIDERED HIGH PRIORITY, WE WOULD SUGGEST CONTRACTING OUT THE MARKET RESEARCH. THE COST OF SUCH A CONTRACT WOULD BE ABOUT \$5,000.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 02 AUG 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976MANILA11364
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760297-0163
From: MANILA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760896/aaaadgqm.tel
Line Count: 86
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE A-3361, 76 STATE A-1951, 76 MANILA A-118
Review Action: RELEASED, APPROVED
Review Authority: SmithRJ
Review Comment: n/a
Review Content Flags:
Review Date: 23 FEB 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <23 FEB 2004 by ReddocGW>; APPROVED <25 JAN 2005 by SmithRJ>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: GLOBAL MARKET RESEARCH - GRAPHIC INDUSTRIES EQUIPMENT
TAGS: BEXP, RP
To: STATE
COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006